

What is claimed is:

1. A container having a base, a top part, sides, and a handle located on a side of the container, said container being shrink-sleeved, said sleeve comprising a cut-out allowing a user to grip the handle and wherein the sleeve does not cover the handle.
2. A container according to claim 1, wherein said cut-out has a fringe maintained flush against the container.
3. A container according to claim 1, wherein the cut-out is maintained flush against the container by an adhesive.
4. A container according to claim 1 wherein the sleeve covers at least 30% of the outer surface of the container.
5. A container according to claim 1 wherein the sleeve covers at least 50% of the outer surface of the container.
6. A container according to claim 1 wherein the sleeve covers at least 65% of the outer surface of the container.
7. A container according to claim 1 wherein the sleeve covers at least 80% of the outer surface of the container.